November 2023

Future of Work Report

AI at Work

LinkedIn

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Executive summary

Professionals and business leaders around the world are asking how artificial intelligence (AI) may change work, and they're coming to LinkedIn to deepen their understanding and share what they're learning. That's why we're releasing our **second Future of Work Report: AI at Work,** which this report builds on our first report released in August 2023. It is designed to be a resource for professionals and business leaders who want to understand how AI is evolving and how it will impact them, their businesses, and careers.

This report is grounded in our world-class labor market insights, pulled from the one billion professionals and 67 million companies on our platform. Here are the three main takeaways from the report.

Professionals' conversations and sentiments towards AI: Over the past year, AI has rapidly become a part of the cultural and business zeitgeist. On LinkedIn, we've seen conversations around AI increase by 70% and have also observed substantial increases in terms like "ChatGPT," "Prompt Engineering," "Prompt Crafting," "Microsoft Copilot," and "Generative Artificial Intelligence" on member profiles globally. Sentiment around generative AI (GAI) is largely optimistic, with 74% of executives believing that GAI will benefit their employees, and 47% of professionals globally believing that AI will help them move their careers forward by providing faster access to knowledge and insights. Plus, companies are investing in AI talent; the number of companies with a "Head of AI" position has grown by double-digits since December 2022.

GAI by education, generation, and gender: We are in a period of rapid and continuous change in the skills required to perform our jobs. Insights from LinkedIn's Economic Graph Research Institute suggest that more than half of LinkedIn members hold jobs that stand to be disrupted or augmented by AI, and the skill sets required for our jobs will change by up to 65% by 2030. What's more, professionals with advanced degrees, Gen Z, and women stand to see their jobs change faster than other professionals. We believe that AI has the potential to help reset and rebuild systems across education and employment so that workers are more equitably prepared for the workforce and more objectively matched with and evaluated for opportunity.

LinkedIn's AI-assisted products will create more value for members and customers: While AI has long been embedded in our products and platform, we're continuing to build new ways to bring the power of GAI to serve professionals in this rapidly changing environment. We're helping make recruiters' jobs easier with AI-assisted job descriptions and our new AI-assisted Recruiter 2024. The same is true for job seekers; we want to be more helpful

during the job-seeking process. We are testing new AI-powered insights and recommendations for Premium subscribers to help them gain the knowledge, skills, and insight to land the right job more easily and efficiently. At LinkedIn, we are building products that help professionals and businesses reap the benefits of AI and create new economic opportunities for every member of the global workforce.

As AI evolves the workforce, we will provide regular data updates and thoughtful perspectives on how AI and AI-powered technologies, such as Copilot for Microsoft 365, are growing across the world of work and how jobs will no longer only be defined by titles but by a collection of skills and tasks. As the world's largest professional network, LinkedIn is in a unique position to help the world's professionals take advantage of the opportunity to not only shape this new era but benefit from it.

Professionals are increasingly exploring and applying to AI-related roles

In this second report, we examined global data on our platform from December 2022 to September 2023. **Conversations around AI on LinkedIn have increased by 70% globally** since GAI sparked in popularity. This is significant, particularly when compared to other recent seminal tech moments, like the peak of conversations around cryptocurrency in November 2021 (which saw a 19% increase) and augmented and virtual reality, which experienced a 5% increase when it first peaked in October 2021. While AI and GAI technologies remain novel for many, these conversations are top of mind across genders, generations, occupations, and industries.

Glossary

- **AI Talent:** Members who are employed in an AI-related job or with at least one AI skill.
- **AI Skills:** There are 41,000 skills in LinkedIn's skills taxonomy, with 121 considered AI skills, including machine learning, natural language processing, and deep learning.
- **AI Jobs and AI-Related Jobs:** Jobs that have AI or Machine Learning in their job title and/or as part of their required skills. In this report, we use the term "AI jobs" to refer to technical jobs (e.g. Machine Learning Engineer). "AI-related jobs" refer to non-technical jobs (e.g. Salesperson who knows how to use AI products) that have AI in their title or ask for AI skills.
- **AI-Literacy:** Having an understanding of how to leverage AI tools for business purposes.

Global conversations on AI are being driven by:

Gender:[1]

Men:	58%
Women:	31%
Other / Unknown:	11%

Generations:

Millennials:	45%
GenZ:	26%
GenX:	21%
Boomers:	4%

Top Industries:

Professional services:	29%
Tech:	17%
Education:	9%

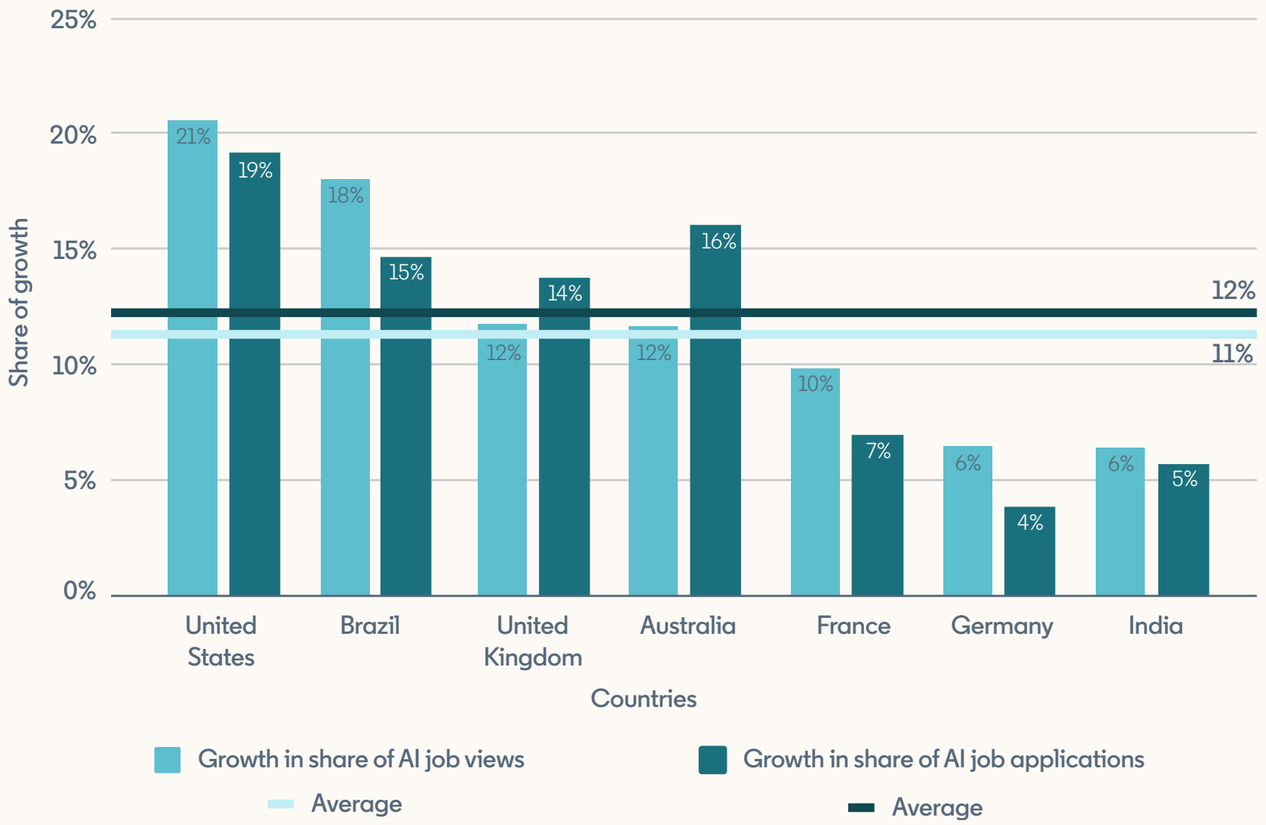
Occupations:

Executives:	18%
Engineers:	15%

1. While we acknowledge that gender is a spectrum, due to data limitations we restrict our analysis to the binary classification of men and women.

At the same time that AI conversations are spiking on the platform, we're also seeing member interest in AI jobs increase. From December 2022 to September 2023, views for AI and AI-related jobs — those jobs that have AI or Machine Learning in their titles and/or require AI Skills — increased by 12% across seven major economies (Australia, Brazil, France, Germany, India, the United Kingdom (UK), and the United States (US)). Applications to AI and AI-related job postings have seen similar growth, up 11% globally during the same time period. Interest is particularly high in the US, where views and applications of AI jobs increased by 21% and 19%, respectively, since December 2022.

Views of AI and AI-related jobs are on the rise



Source: LinkedIn Economic Graph Research Institute

Now that we've looked at how interest in AI is rising, we turn our analysis to the availability of AI jobs on LinkedIn. Currently, 17 out of every 1,000 LinkedIn members who are employed in an AI job or who have at least one AI skill are considered AI talent. We believe that number will continue to climb as companies integrate AI jobs into their organizations. AI jobs are becoming more common. Since November 2022, English-language job postings mentioning GPT or ChatGPT have increased 21X.

LinkedIn job posts that mention AI or GAI have seen 17% greater application growth over the past two years than job posts with no such mentions.

Source: LinkedIn 2023 Global Talent Trends

Since Jan 2023 there has been a 60% month-over-month increase in GAI and GAI-product mentions on LinkedIn including GAI products, such as Copilot for Microsoft 365.

Top industries demanding AI-related roles since December 2022

Country	Industry
Australia	1. Professional Services 2. Administrative and Support Services 3. Government Administration 4. Manufacturing 5. Retail
Brazil	1. Professional Services 2. Technology, Information, and Media 3. Administrative and Support Services 4. Manufacturing 5. Financial Services
France	1. Professional Services 2. Administrative and Support Services 3. Manufacturing 4. Financial Services 5. Government Administration
Germany	1. Professional Services 2. Administrative and Support Services 3. Manufacturing 4. Technology, Information, and Media 5. Financial Services
India	1. Professional Services 2. Technology, Information, and Media 3. Financial Services 4. Administrative and Support Services 5. Manufacturing
UK	1. Administrative and Support Services 2. Professional Services 3. Technology, Information, and Media 4. Manufacturing 5. Financial Services
US	1. Professional Services 2. Administrative and Support Services 3. Retail 4. Manufacturing 5. Technology, Information, and Media

Source: LinkedIn Economic Graph Research Institute

Professional Services, Finance, and Manufacturing were the industries with the greatest demand for talent with AI skill and AI-literacy across the seven countries we analyzed.

Companies are looking to hire professionals with AI skills across both technical and non-technical roles. Although demand for AI skills in technical roles like Software Engineer, Data Scientist, and Machine Learning Engineer has steadily risen since December 2022, companies are increasingly looking to integrate professionals with AI literacy into non-technical roles like Supply Chain Specialist, Sustainability Manager, and Sales Manager. The diffusion of AI talent and skills across global economies will continue to increase as more companies embrace AI across their workflows.

While many AI jobs require AI skills like Machine Learning, Deep Learning, and Data Structures, most of those roles require a mix of AI and non-AI skills (people and digital skills). People skills include communication, leadership, and organizational skills. In some non-English-speaking countries, English proficiency is a key skill to perform AI and/or AI-related jobs. However, as AI skills continue to diffuse across non-English speaking countries, we could see an increase in new AI-powered tools and technologies.

Balancing AI skills with people skills is critical to career growth. Tech professionals who have developed one or more of these people skills — communication, teamwork, problem-solving, or leadership — in addition to hard skills get promoted more than 13% faster than employees who only have hard skills.

Most in-demand skills in AI and AI-related job postings since December 2022

Country	Non-AI Skills (People and Digital)	AI Skills
Australia	1. Communication 2. Employee Benefits 3. Analytical Skills	1. Machine Learning 2. Pattern Recognition 3. Data Structures
Brazil	1. English (Language) 2. Analytical Skills 3. Microsoft Excel	1. Data Structures 2. Machine Learning 3. Pattern Recognition
France	1. Organization Skills 2. High Level Of Accuracy 3. English (Language)	1. Machine Learning 2. Deep Learning 3. Pattern Recognition
Germany	1. English (Language) 2. Communication 3. Analytical Skills	1. Machine Learning 2. Pattern Recognition 3. Data Structures
India	1. Communication 2. Analytical Skills 3. Sales	1. Data Structures 2. Machine Learning 3. Natural Language Processing (NLP)
UK	1. Communication 2. Employee Benefits 3. Analytical Skills	1. Machine Learning 2. Data Structures 3. Natural Language Processing (NLP)
US	1. Communication 2. Employee Benefits 3. Leadership	1. Machine Learning 2. Data Structures 3. Natural Language Processing (NLP)

The need for people skills to complement AI skills indicates that while professionals need to learn AI skills, continuing to hone people skills should also be a priority. As jobs change with the incorporation of AI and become a collection of skills and tasks, workers will be more productive and spend less time on repetitive tasks, making unique people skills like leadership and creativity even more valuable. If professionals combine AI skills with people skills, they will stay competitive in a job market that will increasingly value skills that AI cannot reproduce.

Globally, the number of companies with a **"Head of AI"** position has more than tripled in the past 5 years, and has grown by **13%** since December 2022.

> "Historically, jobs were defined by titles. But the smart companies are realizing they need to start defining jobs as a collection of skills and tasks, not simply titles. Then start thinking about how those tasks are going to change as AI continues to advance, and then what new skills we require to succeed."
>
> **Ryan Roslansky, CEO, LinkedIn**
> Talent Connect, October 3, 2023

Generative artificial intelligence in the workforce: Bringing opportunities across education levels, generations, genders, and industries

As seen on LinkedIn, we've entered a period of rapid and continuous change from jobs defined by titles to jobs defined by a collection of skills and tasks. Insights from LinkedIn's Economic Graph Research Institute suggest that today, 55% of LinkedIn members globally stand to be disrupted or augmented by GAI, and the skill sets required for our jobs will change by an average of 65% by 2030. For example, a customer service representative may be required to understand how to use AI tools to quickly draft responses to customer inquiries, freeing up time for other important tasks.

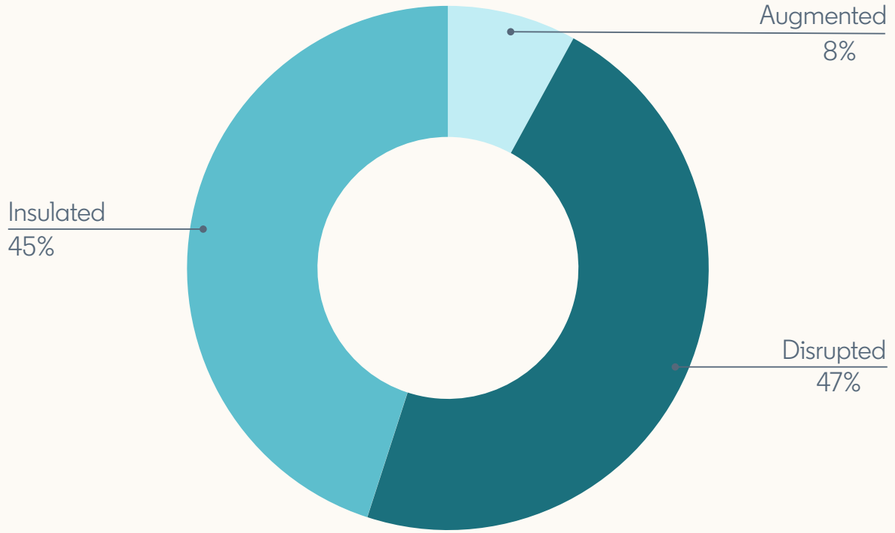
Glossary

Augmented: These jobs' core skills include a large share of both skills that can be replicated by GAI and people skills. For example, data analysts automate the computation and interpretation of metrics with GAI, enabling them to focus their time on people skills, such as cross-functional engagement and stakeholder management.

Disrupted: These jobs' core skills include a large share of skills that can be replicated by GAI and a relatively low share of people skills. For example, language translators' skills shift from doing translations from scratch to reviewing and certifying machine-generated translations or specializing in specific legal or literary domains.

Insulated: These jobs have a relatively small proportion of skills that GAI can replicate in their core skills. For example, real estate agents might utilize GAI to write a listing's description, but their core relationship management skills would be insulated from GAI.

GAI's expected effect on LinkedIn members' skills, globally



Source: LinkedIn Economic Graph Research Institute

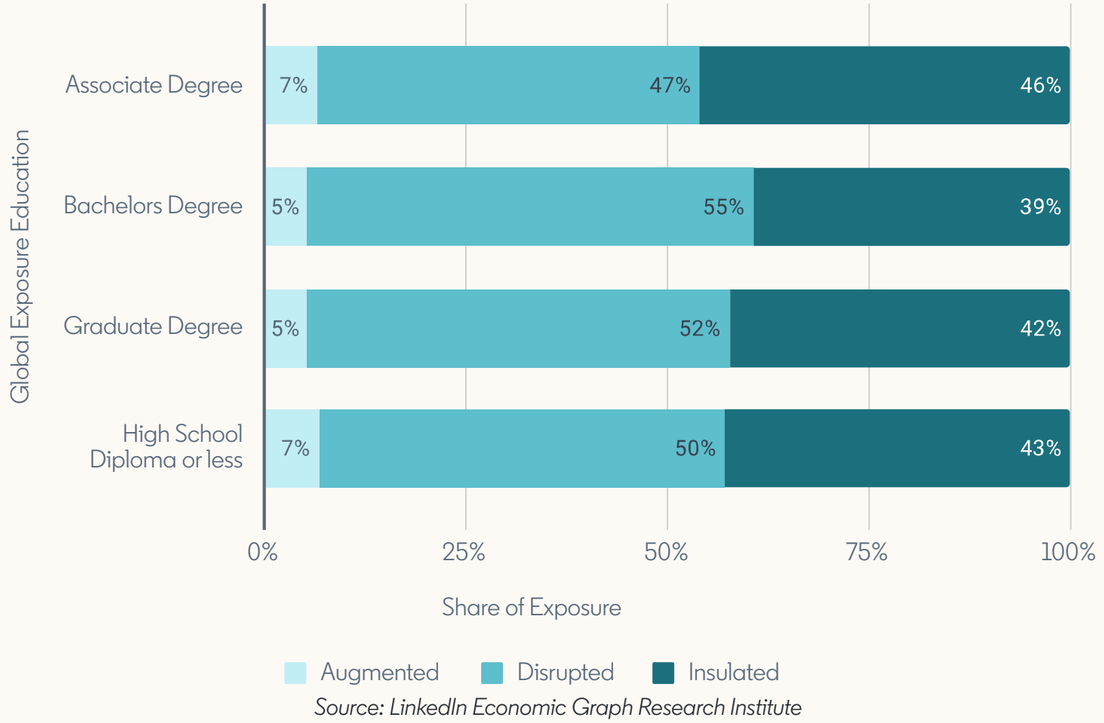
While we know that across the global economy, more than half (55%) of LinkedIn members' jobs will be changed to some degree by the rise of GAI, we also know that some professionals will be impacted more significantly than others.

> "Technological inflection points, such as the one we are currently experiencing with GAI, often result in widespread adoption and impact across entire economies over time. Until new jobs directly related to these emerging technologies arise, the most immediate impact will likely be on transforming roles that will continue to exist but must evolve with AI in mind."
>
> **Karin Kimbrough,** LinkedIn's Chief Economist

GAI across education

In the past, having a degree was sufficient to carry a professional through their career, but that is no longer the case. As new GAI-powered technologies are introduced and required skills change rapidly, professionals must continuously update their skills throughout their careers. Globally, professionals with bachelor's and graduate degrees stand to see a slightly greater level of disruption (55% and 52%, respectively) than professionals with high school diplomas and associate degrees (50% and 47%, respectively), which suggest that they may face relatively more urgency to adapt their skills by adopting AI tools. This doesn't mean that an advanced degree will no longer have value, but developing AI literacy ultimately benefit all professionals and create new pathways to opportunities.

Professionals with bachelor's and graduate degrees will be most disrupted by GAI



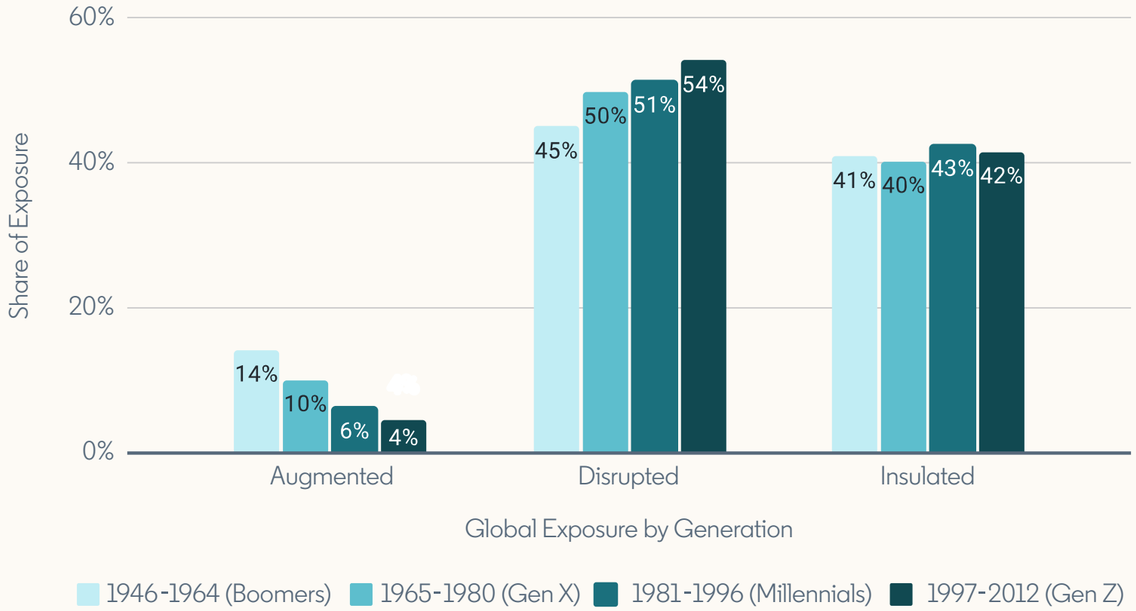
Source: LinkedIn Economic Graph Research Institute

GAI across generations

LinkedIn research suggests that the initial rise of AI will impact generations of professionals differently, and Gen Z is the most likely to see some tasks in their jobs disrupted by AI. This is likely because many of the skills that currently can be replicated by GAI technologies — examples include administrative tasks like note-taking, summarizing meetings, scheduling, and research — are often tasks that fall to professionals in the earlier stages of their careers.

While Gen Z professionals might expect to see the most disruption in their jobs relative to other generations, as digital natives, they're the generation closest to being AI literate. Gen Z's comfort with technology and ability to quickly adopt new tools will likely outweigh much of the higher impact they face early in their careers. The rise of AI will likely make them more productive, enable them to develop essential people skills, and reduce time spent on administrative tasks — allowing them to spend time on more meaningful work that will help them advance their careers.

Gen Z, Millennials are most likely to see their jobs disrupted by GAI



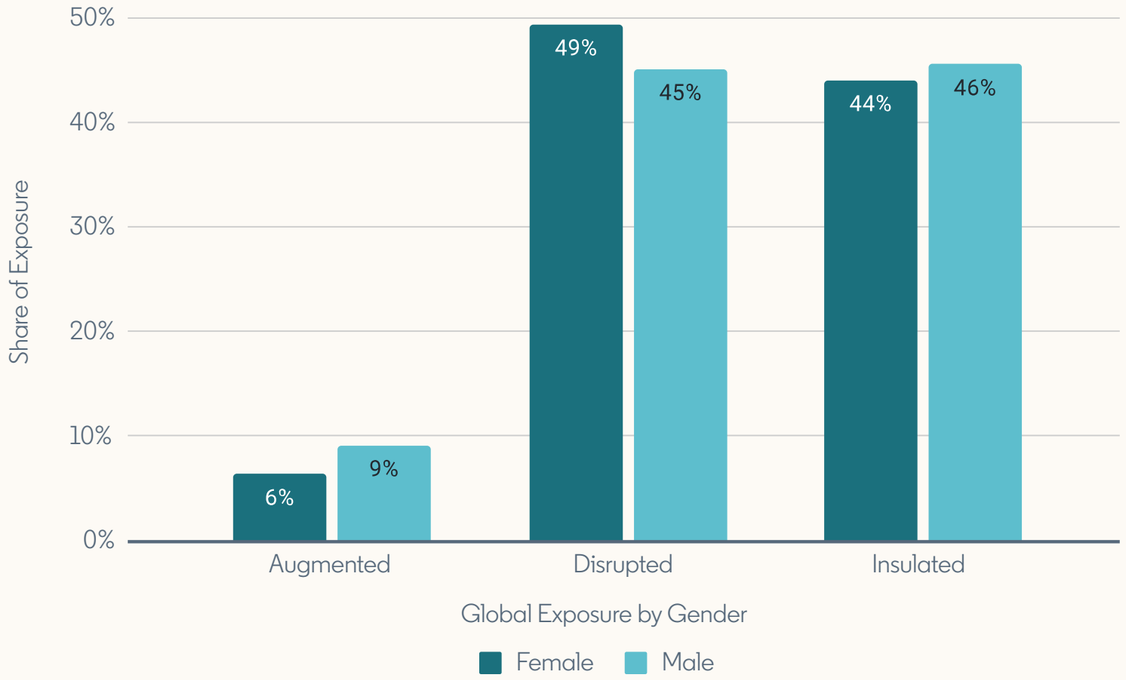
Sums may not add up to 100% due to rounding.
Source: LinkedIn Economic Graph Research Institute

GAI and gender

More than half of women (55%) and men (54%) around the world will see their jobs disrupted or augmented by GAI. While the impact on women is slightly higher, this is likely because women are overrepresented in occupations that currently rely more intensively on skills that can be partially replicated by some GAI technologies, like Medical Administrative Assistant, Office Manager, and Legal Assistant.

As demand for AI skills and AI-literacy rises, demand for people skills is rising alongside it. Skills like communication and flexibility will become even more valuable as AI becomes more embedded in our workflows. A recent survey found that 92% of US professionals agree that people skills are more important than ever. This creates a particular moment of opportunity for women; research shows that women tend to excel in people skills like communication, empathy, organizational awareness, and technical skills. As companies increasingly look for talent who can combine people skills with AI literacy and AI tools, it is likely that more opportunities for women may become available.

Women are more likely to see their jobs disrupted by AI, according to LinkedIn



Sums may not add up to 100% due to rounding.
Source: LinkedIn Economic Graph Research Institute

> “We all used to see career paths as linear, and are now recognizing that they can also be a squiggly line filled with pivots. AI is only going to accelerate this trend.”
>
> **Ryan Roslansky, CEO, LinkedIn**
> Redefining Work, August 15, 2023

GAI across industries

In contrast to other recent technologies, like augmented and virtual reality and blockchain, the transformative effect of GAI on the workforce is likely to penetrate well beyond the technology industry. We're already seeing most industries hire AI-specialized talents, and we expect that as the power of AI and GAI products like Copilot for Microsoft 365 and others continue to spread, every industry will begin to integrate AI skills into their respective workforces.

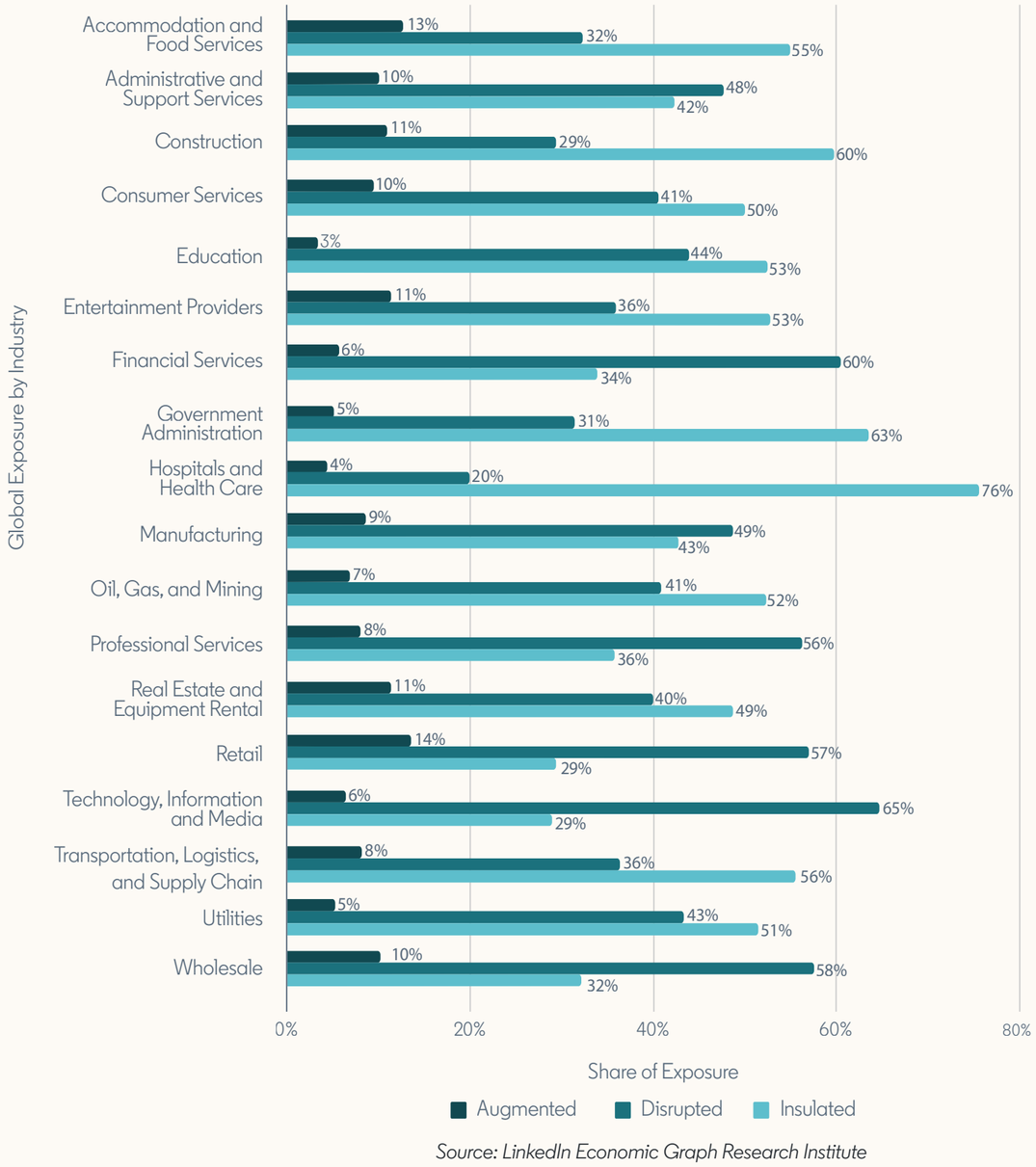
LinkedIn data suggests that, globally, professionals in Technology, Information, and Media (71%), Retail (71%), Wholesale (68%), Financial Services (66%), and Professional Services (64%) are the most likely to see their roles disrupted or augmented by GAI. Therefore, professionals in these industries are likely to lead the adoption of AI literacy and hone their people skills.

One of the positives of the widespread adoption of GAI products across industries is that it may create the potential for greater job mobility for professionals across a wider array of industries. Professionals who embrace AI-literacy will find that their knowledge and skills will become more transferable, accelerating a trend that we're already seeing of professionals pivoting roles.

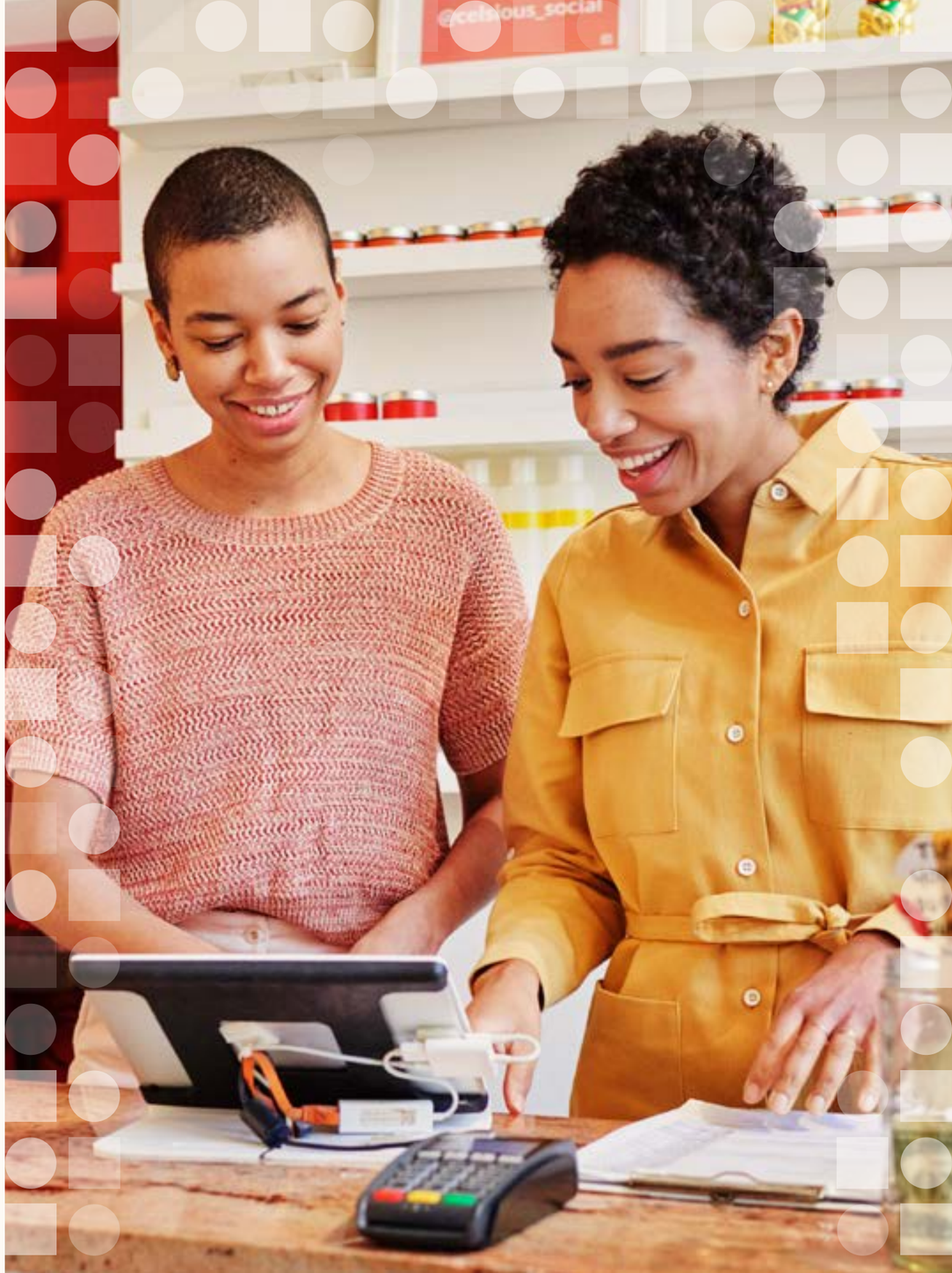
55% of LinkedIn members globally stand to see their jobs change to some degree by the rise GAI.

> "The transformative effect of GAI on the workforce will have been seen far beyond the Technology industry alone. Nearly every industry will be impacted to some degree - most notably Retail, Wholesale, Financial Services and Professional Services. As professionals continue to acquire AI skills that will become increasingly transferable, this will open the doors of professional mobility and accelerate the trend of professionals' pivoting roles and industries."
>
> **Karin Kimbrough,** LinkedIn's Chief Economist

GAI's expected effect on LinkedIn members' skills by industry, globally



Source: LinkedIn Economic Graph Research Institute



Executives and employees express excitement, unease about AI

As more AI-assisted technologies — like Microsoft Copilot for Dynamics 365, a suite of AI-powered business applications that help organizations optimize their operations, sales, customer service, and marketing — become available, executives are realizing their benefits and use cases in their businesses. As of September 2023, 74% of US executives see at least one way GAI will benefit their employees, according to the LinkedIn Executive Confidence Index.

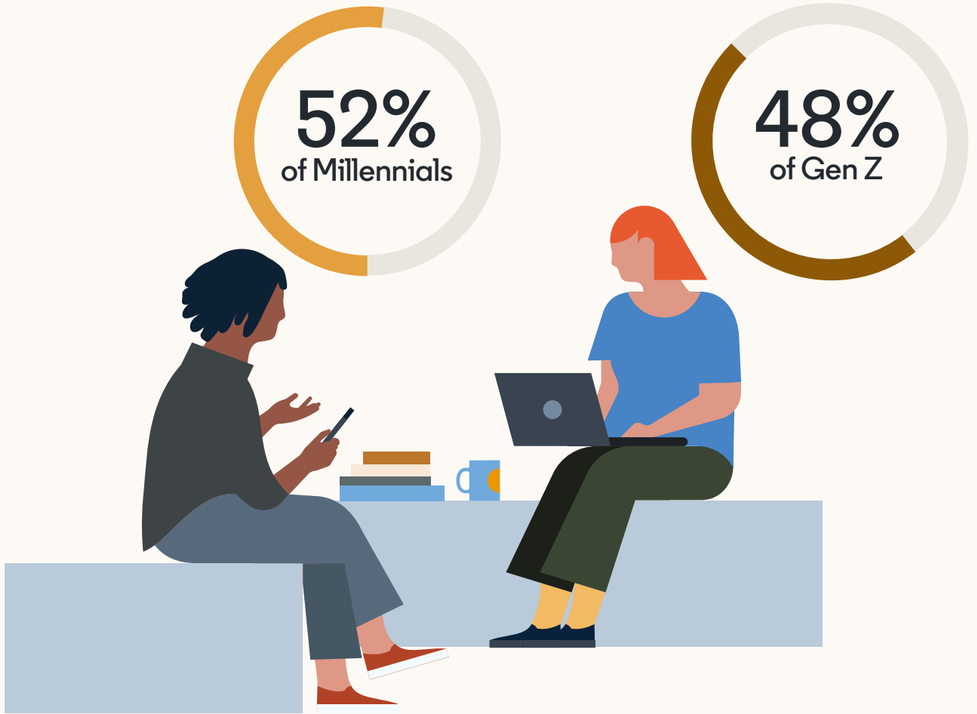
The #1 way US execs think GAI will benefit employees will be to "remove boring, repetitive tasks" with "increase productivity" as a close #2.

New data from the Microsoft Work Trend Index shows the productivity gains from generative AI tools like Microsoft Copilot are real. Early users of Copilot for Microsoft 365 who've tried Copilot don't want to go back to working without it: 77% said they don't want to give it up. Another study showed that overall, [Copilot] users were 29% faster in a series of tasks like searching, writing, and summarizing.

Generations: Workforce sentiment towards AI

The increase in conversation around AI has introduced a variety of attitudes and expectations, and there are striking differences when we break down these sentiments by generation. Notably, excitement for AI is particularly high among Gen Zs and Millennials, who believe AI will help them progress in their careers.

A recent LinkedIn survey revealed that 52% of Millennials and 48% of Gen Z globally believe that AI will help move their career forward by providing faster access to knowledge and insights, which will help them be more confident at work.



Gen Zs and Millennials feel more confident about AI helping move their career forward and are more likely to engage in conversations about how it will impact their jobs. The excitement and interest in AI among Gen Z is uplifting when we consider that they face higher exposure to disruption from AI-assisted technologies.

Country	Gen Z are X times more likely than Gen X to want to learn AI skills
UK	2.0x
India	1.3x
Canada	1.3x
Australia	1.2x
US	1.1x
Italy	1.1x
Brazil	0.9x
Spain	0.8x

Source: LinkedIn Market Research - Workforce Confidence Index (WCI) survey, June 2023

Despite reporting a high level of interest in learning AI skills relative to other generations, Gen Z professionals report receiving less training and resources on AI than their more senior counterparts. Taking steps now to experiment with AI and acquire new skills will likely serve Gen Z professionals and companies well, as AI becomes increasingly embedded in the fabric of the workforce.

> “We’re also going to start to see employers become educators, ‘training to hire’ into ever-changing jobs through onboardings, apprenticeships and academies, as well as ‘training to promote’ into ever-changing roles through upskilling and tours of duty that take employees into new functions and perhaps even new careers.”
>
> **Ryan Roslansky, CEO, LinkedIn**
> Redefining Work, August 15, 2023

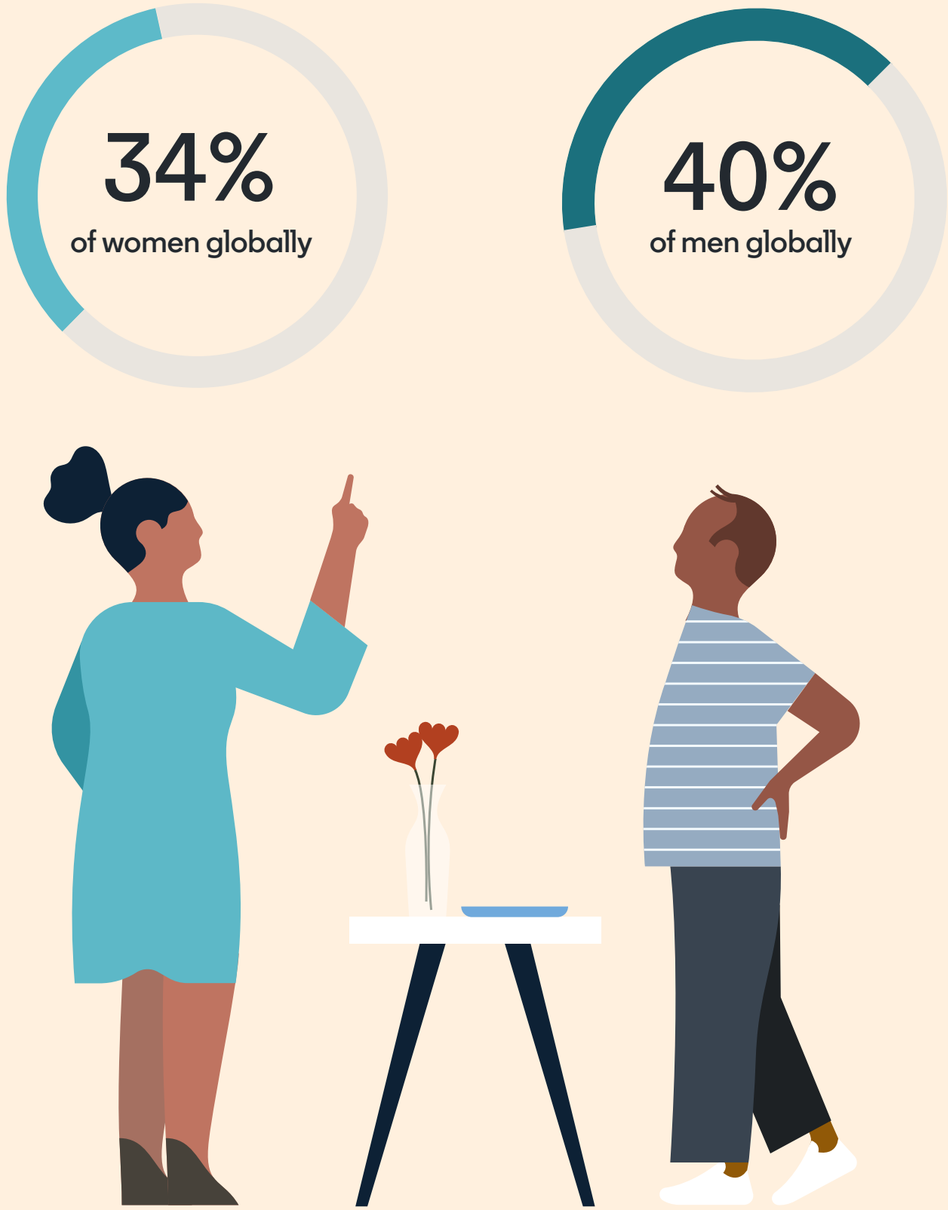
Gender: Workforce sentiment towards AI

Globally, both men and women feel equally overwhelmed (39%) by the amount of change AI may bring to their jobs in the future, and amid these feelings, two-thirds of professionals believe that AI will change the way they work within the next year.

But, according to a recent LinkedIn survey, women report less experience, awareness, and overall interest in AI than their male counterparts. Globally, men are more likely than women to be interested in learning AI skills. In addition, there's also a mismatch in the pressure to adopt AI skills. Nearly two-thirds (64%) of men in the US reported being worried that they should know more about AI than they currently do, compared to just 45% of US women.

40% of men globally say they've started experimenting with AI tools, while only 34% of women globally say the same.

In the US, 52% of men say they've begun experimenting with AI tools, compared to 31% of women.



Country	Men are X times more likely than women to want to learn AI skills
Italy	1.8x
UK	1.8x
Spain	1.7x
Brazil	1.6x
France	1.6x
Canada	1.5x
Netherlands	1.5x
US	1.5x
Germany	1.4x
Australia	1.4x
Japan	1.3x
India	1.1x

Source: LinkedIn Market Research - Workforce Confidence Index (WCI) survey, June 2023

This mix of emotions towards AI creates many opportunities for employers to focus on providing equitable access to AI-literacy resources and ensuring that all of their employees are developing the right skills (both people and AI skills) to navigate the changes that are already shaping the future of work.

How LinkedIn can help

Professionals, hiring managers, and B2B customers can all leverage LinkedIn's new GAI tools

Over the past 20 years, we've continued to evolve LinkedIn to meet the needs of our 1 billion professionals and 67 million companies on our platform and in the constantly changing workplace landscape.

We're now navigating through another moment of change, where GAI has the potential to boost global economies, create completely new roles, and transform our jobs and how we do them. With the skills required to perform our jobs changing, it's our duty to equip professionals with the tools and knowledge they need to begin exploring and embracing these new technologies in their day-to-day jobs.

AI is at our center of product development

At LinkedIn, AI is already built into our platform and the products our members and customers use. Our efforts are grounded in our Responsible AI Principles — fairness, inclusion, trust, transparency, accountability, and economic opportunity — and in alignment with Microsoft Responsible AI Standard: they guide our work and how we build AI into every one of our products.

> "For our engineering teams, artificial intelligence (AI) is like oxygen - it powers every product we build and every experience we deliver ... At the same time, our approach to using AI is the same approach we take to any other new tool or technology, we start by going back to our mission and vision. This guides us in the tools and technologies we build, with a focus on delivering value to our members and customers."
>
> **Mohak Shroff**, Senior Vice President of Engineering, LinkedIn
> AI @ LinkedIn - It's All About Foundations,
> March 8, 2023

While AI is not new for us, we're reimagining our member and customer products with the power of GAI to:

- Help them more effectively connect to opportunities
- Showcase their expertise and skills
- Gain access to the knowledge they need to do their jobs
- Find the right match between hirers and job seekers
- Save time and increase productivity
- Connect buyers and sellers faster

Whether you're a professional looking to learn more about how you can use AI in your current role, a job seeker looking for your next play, a recruiter looking to discover and connect with the world's best talent or a B2B professional trying to reach and engage with new audiences, LinkedIn is developing and releasing GAI tools that can help you do your best work.

Here is how LinkedIn is leveraging GAI for our members and customers:

For hirers:

For talent acquisition leaders, finding qualified candidates fast is the top priority. But getting to that perfect candidate is time-consuming and hard — it can require hours of Boolean searches, emails, and follow-up messages. We know that AI can help with some of these tasks. 80% of global HR professionals believe that AI will be a tool to help them with their work over the next five years.

That's why we're beginning to roll out Recruiter 2024, our new AI-assisted recruiting experience that will make hiring easier and more efficient so talent leaders can focus on the most strategic, people-centric work for their jobs.

And with the skills required to do our jobs expected to change by a staggering 65% by 2030, we're helping organizations give their teams access to expert knowledge to develop skills that matter with AI-powered coaching in LinkedIn Learning. This new feature will provide both real-time advice and tailored content recommendations personalized to each learner based on their job title, career goal, and the skills they follow.

For marketers and sellers:

For B2B marketers, creating campaigns that reach and influence the right buying committee is no easy task, especially when resources are tight. And creating campaigns can often take hours, from developing creatives to determining targeting, placement and bidding strategies. We know that 84% of marketers believe artificial intelligence (AI) will support them with their work, and saving time in the campaign creation process is a great place to start.

That's why we're piloting Accelerate, a new, automated B2B marketing campaign creation experience powered by AI. In as little as five minutes, Accelerate will recommend an end-to-end campaign and automatic optimizations to reach the right B2B audience with engaging creatives, which you can adjust and fine-tune before you launch your campaign. Accelerate builds on our other AI features, such as automated placement, which is already delivering a 47% improvement in cost per conversion, and Predictive Audiences, which is improving cost per lead by 21%.

For sales professionals, GAI can enable new ways of working that heighten the importance of people-centric skills, helping to make B2B selling more human than ever before. We're reimagining how sellers can use Sales Navigator with a pilot of two new GAI features – AI-assisted search and Account IQ – that make account research and lead prospecting more effective. With AI-assisted search, which includes a new GAI interface that enables sellers to use our existing search functionality more efficiently by entering casual, conversational language search prompts, sellers can better find the type of leads they're looking for. We're also introducing Account IQ, which helps sellers with the heavy lifting of account research by using GAI to gather key information across different sources and create an easily digestible summary directly in Sales Navigator.

For Premium subscribers:

Premium subscribers get access to valuable resources and tools to help achieve their goals faster, and we've added more ways to supercharge these efforts with generative AI. It's often hard to capture your professional strengths and unique capabilities in a compelling way. Now, with personalized writing suggestions for Profile, our unique AI-powered tool pulls from existing content on a member's profile to provide a draft highlight of their skills and experience, helping to craft a stronger Profile section faster. As always, we encourage our members to edit the generated content before posting. We've also recently added a new way to solve the blank page problem and help our members put their best foot forward when reaching out to hiring managers with AI-powered personalized writing suggestions. This pulls information from LinkedIn Profiles and job descriptions to create a draft personalized message — saving your time for what matters most: job seeking

We're also testing new AI-powered takeaways and recommendations for Premium subscribers to help them stay informed, grow their skills, and land the right job more easily and efficiently. For example, subscribers will be able to see personalized key takeaways on Feed posts that could reveal opportunities and suggest advice on how the information could help them grow in their career. Within job postings, AI-powered advice will help members better assess potential fit for a job, learn more about a company, and provide recommendations on how to stand out best.

As AI skills increase in demand, so do the people skills that complement them. LinkedIn Learning offers thousands of courses that hone critical people skills like time management, flexibility, and leadership. Through December 15, 2023, LinkedIn is offering free access to the most popular AI courses on LinkedIn Learning, including How to Research and Write Using Generative AI Tools, Generative AI for Business Leaders, and more. Starting in June 2023, Microsoft and LinkedIn made available the first professional certificate in Generative AI, free through 2025, to ensure widespread access to the skills and knowledge necessary to incorporate this technology into the future of work seamlessly. These courses are designed with professionals and business leaders in mind. They not only provide knowledge and boost AI literacy but also help equip all learners with the tools necessary to be successful at work in the age of AI.

AI brings a lot of excitement and trepidation to professionals and business leaders — and that's OK. It's an exciting time of change, and we've only begun to scratch the surface of what's possible with AI. As the intersection of AI and work continues to take shape, professionals and business leaders can rely on LinkedIn to equip them with the knowledge and resources to help them stay ahead of the curve and connect them to opportunities. them stay ahead of the curve and connect them to opportunities.

Methodology and credits

AI Skills

LinkedIn members self-report their skills on their LinkedIn profiles. Currently, more than 41,000 distinct, standardized skills are identified by LinkedIn. These have been coded and classified by taxonomists at LinkedIn into 249 skill groupings, which are the skill groups represented in the dataset. We track 121 AI skills, and the top skills that make up the AI skill grouping are machine learning, natural language processing, data structures, AI, computer vision, image processing, deep learning, TensorFlow, Pandas (software), and OpenCV, among others.

AI Talent

Members whose job title includes AI or have at least one AI skill on their profiles.

AI Jobs and AI-related jobs

Jobs with AI or Machine Learning in their job title and/or as part of their required skills. In this report, we use the term "AI jobs" to refer to technical jobs (e.g. Machine Learning Engineer) and AI-related jobs to refer to non-technical jobs (e.g. salesperson knowing how to use AI products).

Views of AI and AI-related jobs

This metric is computed based on jobseeker activity on LinkedIn from December 2022 to September 2023, comparing it to the same period in the previous year.

AI Conversations

LinkedIn researchers conducted a global analysis of posts on LinkedIn from December 2022 to September 2023, comparing it to the same period in the previous year in three steps. First, it identifies posts containing AI-related keywords ("AI," "Artificial Intelligence," and "Machine Learning") in multiple languages, including English, German, French, Spanish, and Portuguese. Second, it computes the share of AI-related posts as a percentage of all posts. And third, it calculates year-over-year growth. Results focused on Australia, Brazil, France, Germany, India, the United States, and the United Kingdom. They were segmented by selected member characteristics, such as gender, age generation, industry, and primary occupation.

Generative AI Keywords on Profile

LinkedIn researchers conducted a global analysis that look at the keywords and titles that members are adding to their profile between December 2023 and September 2023. The keywords and terms included in the analysis were "ChatGPT," "Prompt Engineering," "Prompt Crafting," "Generative Artificial Intelligence," "Bard AI," "LaMBDA AI," "MS365 Copilot," and "Microsoft Copilot"

Impact of GAI on the workforce

LinkedIn researchers identify GAI-replicable and GAI-complementary skills, combining generative AI tools with skill embeddings and matching techniques, and map it to occupations using their skills genome. This way, each occupation on LinkedIn is classified as augmented, disrupted or insulated from GAI based on the medians of this metric. These occupations are further mapped to LinkedIn members and their selected characteristics across countries to estimate the share of members in each group that fall within each category. For a more detailed methodology, refer to Preparing the Workforce for Generative AI. Results shown in this report reflect averages across the following countries: Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, Chile, Costa Rica, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Japan, Latvia, Lithuania, Luxembourg, Mexico, Netherlands, New Zealand, Norway, Poland, Portugal, Romania, Saudi Arabia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom, United States, and Uruguay.

LinkedIn's Workforce Confidence Index (WCI)

Online survey distributed to members via email every two weeks. Roughly 10,000 members in the US, Canada, Brazil, the UK, France, Germany, Spain, Italy, the Netherlands, India, Australia, and Japan respond to each wave. Members are randomly sampled and must be opted into research to participate. Students, stay-at-home partners and retirees are excluded from analysis so we can get an accurate representation of those currently active in the workforce. We asked members about their AI sentiments from March 11 - June 2, 2023. To look at data by gender, we ask members to self-select as "Female," "Male," an open-ended response, or "Prefer not to answer." We analyze data in aggregate and will always respect member privacy. Data is weighted by engagement level to ensure fair representation of various activity levels on the platform. The results represent the world as seen through the lens of LinkedIn's membership; variances between LinkedIn's membership and the overall market population are not accounted for.

LinkedIn's Executive Confidence Index (ECI)

Online survey taken by roughly 5,000 LinkedIn members (at the VP-level or above) every quarter. The most recent wave ran from September 6-18, 2023. Members are randomly sampled and must be opted into research to participate. We analyze data in aggregate and will always respect member privacy. Data is weighted by Seniority and Industry to ensure fair representation of executives on the platform. The results represent the world as seen through the lens of LinkedIn's membership; variances between LinkedIn's membership and the overall market population are not accounted for.

LinkedIn Talent Insights

The analysis on skills leading to advancement examines the aggregated and anonymized LinkedIn employee data with full-time employment who added skills explicitly to their profile and were promoted internally between July 1, 2019, and June 30, 2023. As defined by LinkedIn Taxonomy, Soft skills primarily affect a person's behavior, thinking, or knowledge, while hard skills primarily affect an object and include specialized domain knowledge and technical know-how. The time to promotion is measured by the difference in the start dates between an employee's current role and promoted role.

AI Consumer Research

Research conducted by Censuswide and based on 29,937 professionals in the UK, USA, Canada, Australia, Singapore, India, France, Germany, Brazil, Spain, Saudi Arabia, the Netherlands, Italy, Indonesia, Philippines, Malaysia, UAE and Japan - including 1,574 marketing professionals - aged 16+ between 23rd August and 31st August 2023. Censuswide abides by and employs members of the Market Research Society, based on the ESOMAR principles.

Head of AI Roles

LinkedIn researchers identified members based on job titles containing the keywords "AI," ""Artificial Intelligence," or "Machine Learning" coupled with the keywords "Head," or LinkedIn's standardized seniority levels "Director," "VP," "CXO." Growth in this metric was computed from December 2022 to September 2023, as compared to the same period in the previous year.

Jobs that didn't exist 20 years ago

LinkedIn researchers compare LinkedIn's 2023 Jobs on the Rise list of 25 occupations to O*NET's 2000 taxonomy by name or job description. O*NET is the US primary source for occupational information, consisting of a database developed under the sponsorship of the US Department of Labor. It contains hundreds of job definitions and is used extensively in academic research.

Credits

A special thanks to our LinkedIn economists, data scientists, market research team, and all who contributed to this report:

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